



breast cancer
care wa

Personalised emotional,
practical and financial support

Spirit
March | 2011

In this edition: Long Table Lunch | changes to Indigenous program | Entertainment Books | Pamper Days | + much more!



Breast Cancer News

Screening for breast cancer

Women of all ages should be aware of the look and feel of their breasts. If they notice any change in their breasts, such as a lump, redness, pain, puckering of the skin or nipple discharge, they should contact their doctor immediately.

For women aged 50-69, BreastScreen WA offers free mammograms. Women aged 40-49 and 70+ years are also eligible.

Mammography screening tests for signs of the disease in its early stages or before it develops symptoms. It does not diagnose the disease but identifies people who need to undergo further tests to determine whether the disease is present. Recently the Cancer Council released a fact sheet on unproven breast imaging technologies, which are often promoted as alternatives to mammography. Health professionals and cancer experts have raised concerns that there is little or no scientific evidence to demonstrate that these technologies reduce deaths from breast cancer and as such they are only approved for use in conjunction with scientifically proven breast imaging techniques such as mammography. Women with a lump detected using an unproven breast imaging device will still require assessment using conventional, validated methods such as mammography or breast ultrasound, for a definitive diagnosis.

To read this important fact sheet, visit www.breastcancer.org.au

Reducing your risk of breast cancer

Recently 3000 Australian adults were asked what they could do to reduce their risk of cancer. The survey found that only nine percent said limiting alcohol and a mere one percent suggested weight control.

"It's concerning that some factors such as stress, for which there is no proven causal link to cancer, sometimes ranks higher on people's perceptions of cancer risk than weight control and alcohol."

- Cancer Council Victoria's Craig Sinclair said.

New PBS rules for Tykerb

New government rules on how Tykerb can be prescribed through the Pharmaceutical Benefits Scheme (PBS) will increase treatment options for women with HER2-positive secondary breast cancer.

Tykerb is a targeted treatment drug for women with HER2-positive secondary breast cancer. It is often prescribed for women after a course of Herceptin. Under the original PBS rules, once a woman changed treatment from Herceptin to Tykerb, she could not return to government subsidised Herceptin. This meant that sometimes trying Tykerb as a treatment option may have been delayed.

From December 1, 2010 the PBS rules have been changed to allow women to return to subsidised Herceptin after treatment with Tykerb. This gives women the flexibility to move to Tykerb earlier in their treatment, in the knowledge that they can return to Herceptin at a later time.

Benefits of radiotherapy for women with ductal carcinoma in situ (DCIS)

Results from a ten year trial have found that women diagnosed with DCIS, are less likely to develop early breast cancer if they undertake radiotherapy after surgery. The results found that radiotherapy after surgery also reduced the risk of a recurrence of DCIS in the same breast by over 60%. Treatment with radiotherapy did not decrease the risk of cancer developing in the other breast, however.

The trial also found that women who received treatment with the drug Tamoxifen after radiotherapy had a further reduced risk of developing early breast cancer or DCIS. Tamoxifen reduced the risk of recurrence of DCIS in the same breast by 30% and reduced the risk of a new cancer in the other breast by over 65%. However Tamoxifen was found to have no effect on the development of early breast cancer in the same breast as the initial DCIS.

Upcoming volunteering opportunities

Two of our biggest fundraisers of the year are coming up and as always we need many volunteers to help make these events a success.

Celebration of Women Long Table Lunch Sunday April 17 at Claremont Showgrounds.

This is a truly inspirational and fun day that simply couldn't happen without our fantastic volunteers. This year we need a team 150 volunteers for a variety of tasks and shifts including;

- Saturday set up from 10.30am for approximately four hours. Some lifting required so any strong men out there would be greatly appreciated!
- Sunday from 9am setting the tables and getting the bar area ready.
- Food and drink service. If you already have an RSA certificate please let us know.
- Selling raffle tickets and other fundraising tasks.
- Pack down between 4pm and 7pm.

If you would like to volunteer, please email your availability and mobile number to di@breastcancer.org.au and if you have volunteered before, please advise what role you did last time and if you are happy to do it again.



Purple Bra Day

Purple Bra Day - Friday June 17

Every year we have a wonderful response from the general public who drop their spare change into our donation tins throughout the CBD. Don't be put off by the thought of shaking a tin – its lots of fun, especially if you bring a friend!

This year we need a team of 120 volunteers split into an early shift (7.15am to 9.30am) and lunch time shift (11am to 2pm). If you can help, please email your availability and contact details to di@breastcancer.org.au.



Purple Bra Day

Practical Assistance

Some of our patients require practical assistance whilst going through treatment. With many of their family and friends either at work or not living in WA, getting to their treatment can be very difficult.

One of our patients had 30 treatments booked and was not well enough to drive herself. Thankfully three of our practical assistance volunteers Val, Joy and Vanessa committed to driving her each week to and from Sir Charles Gairdner Hospital. This took the stress out of an already stressful situation and I know our patient was very appreciative of the support and friendship.

If you would like to help us provide this much needed service, please email me at di@breastcancer.org.au or call 9324 3703.



Long Table Lunch



Long Table Lunch

BREAST CANCER CARE WA INVITES YOU TO CELEBRATE

CELEBRATION OF WOMEN Long table Lunch 2011

Be delighted by the good company, generosity and sincerity of this signature fundraising event showcasing an incredible talent of WA's best chefs and quality local produce.

Make it a day to share with friends, be beautiful, relax, enjoy entertainment and take a moment to pause and support Western Australians through a breast cancer journey.

Don't miss the opportunity to delight yourself on a delectable 4 course menu presented by a team of Perth's most talented chefs accompanied by fine Alkoomi wines.

Sunday 17th April, 2011 Claremont Showground
Main Arena 12pm – 5pm *Dress to impress*

TICKETS ON SALE NOW \$140 per person



TO PURCHASE YOUR TICKETS PLEASE PHONE 9324 3703

OR FOR MORE INFORMATION VISIT www.breastcancer.org.au

EVENT PARTNERS



ALL MONEY RAISED IN WA STAYS IN WA



2011 Support Groups

****NEW "PYNKS" Young Advanced – The Mount Hospital**

Contact Breast Cancer Care WA for details
For young women living with advanced (secondary) breast cancer

North of the river - Heathridge

Third Monday of each month 12:30pm to 2:30pm
For all women

South of the river - Melville

Third Friday of each month 10am to midday
For all women

East of the river - Armadale

First Tuesday of each month 5:30pm to 7:30pm
For all women

"The Young and the Breastless" Young women's group - Leederville

Second Monday of each month 12 noon to 2pm
For women under 40 or with school aged children

"Breast Friends" Young women's group - Waikiki

Last Wednesday of each month 10am to 12noon
For women under 40 or with school aged children

Advanced breast cancer - Leederville

Fourth Friday of each month 1pm to 3pm
For women living with advanced (secondary) breast cancer

Advanced Pink Ferals - Denmark

Contact Breast Cancer Care WA for details

Indigenous women's breast cancer

support groups - Broome and Geraldton
Contact Breast Cancer Care WA for details



Free lecture on stem cell breast reconstruction

- Date:** Tuesday March 15, 2011
Time: 12.30pm to 1.15pm
Location: State Library of WA Alexander Library Building, between Francis Street and the James Street Mall, Northbridge.
Speaker: Professor Wayne Morrison - Director of the Bernard O'Brien Institute of Microsurgery

Scientists from the Bernard O'Brien Institute of Microsurgery in Melbourne are working on implanting fat cells, which will multiply rapidly and be shaped into the removed breast during cancer surgery. In years to come, this experimental stem cell breast-growing technique called Neopec, could replace breast reconstructions and implants.

To book your place at a free public lecture about the latest developments in this area, call the Cancer Council Helpline on 13 11 20 or visit www.breastcancer.org.au for more details.

Can breast implants cause cancer?

You may have seen in the media recently reports about a possible association between saline and silicone breast implants and a rare form of cancer, anaplastic large cell lymphoma (ALCL).

The risk of women with breast implants developing ALCL is very small. It is estimated that between five to ten million women worldwide have breast implants and the number of cases of ALCL in women with implants is believed to be around 60 with only five cases reported in Australia.

While this issue is not related directly to breast cancer, we know that there may be some women who have had breast reconstructions with implants as a result of breast cancer, who may be concerned by these reports. The Australian Society of Plastic Surgeons says the risk of cancer is remote and there is no need for implants to be removed or discontinued, however if you are concerned about your implants, please contact your doctor.

Cancer rare after fertility treatment

A new study of more than 24,000 Swedish women treated with In Vitro Fertilization (IVF) showed that fertility treatment drugs may not be tied to an increased risk of developing breast, uterine and ovarian cancers. Some prior studies had hinted at a link between the two, but the numbers of women followed in these studies were small.

During an average follow-up of eight years, less than two percent of women in the IVF group developed one or more cancers after treatment. By comparison, nearly five percent of women who did not undergo IVF before giving birth later developed cancer.

Dear friends

As I have been the grateful recipient of their wonderful services and many personal contacts and visits, I would like to commend Breast Cancer Care WA for their work. This amazing organisation does wonderful things for the women in our WA community who have been and are in the process of experiencing breast cancer and its many facets.

It has been my privilege and good fortune to have met some of the staff in person and to have spoken with others by telephone. Their on-going contact with the patient and their practical and emotional help offered in so many different ways provides comfort, hope, help and laughter and most importantly the support to let you feel that you are not going through the experience alone. They keep in touch with you on a regular basis but you can also contact them at any time you wish ... and the cost to the patient is zero!

They receive no government assistance whatsoever, and provide their many services through the generosity of donations and sponsorships.

I hope you can support this extremely worthwhile cause any time you encounter any of its fundraising events or when you find yourself able to make a donation – regardless of how small.

*Kindest regards
Kay*

PLEASE DONATE NOW

If you would like to make a donation that will help us to continue providing personalised emotional, practical and financial support to those affected by breast cancer, please contact us on 9324 3703 or donate online at www.breastcancer.org.au



Pamper Days are back for 2011

Since 2007, 350 women undergoing breast cancer treatment have been treated to a special day of pampering, hosted by Summaglo Tan and Makeup Bar in Cottesloe. It's a chance to put their feet up, share stories and enjoy a mini facial, foot massage, professional blow dry and make up, wig fittings, gourmet food and champagne, plus skin care gifts, a designer outfit and a glamour portrait photo to remember the day.

Ten ladies attended our first pamper day for 2011 and thanks to our new caterer Innovations Catering, were provided with a selection of hot nibbles, sandwiches, sushi and an amazing selection of petit fours.

28 year old Rachel was thrilled to be invited to February's pamper day after being diagnosed with breast cancer five months ago. With no history of breast cancer in her family, Rachel decided she wanted to be thorough and decided to pursue further tests after initially being advised the lump in her breast was only a cyst. After an ultrasound and a fine needle biopsy, it was confirmed to be cancer and Rachel was relieved she had decided to undergo further investigation. Rachel has since had a mastectomy, is still undergoing chemotherapy and is about to start radiotherapy.

"It is really important that women of all ages check themselves regularly, as early diagnosis is very important. Attending the Pamper Day provided me with an opportunity to share experiences with other ladies going through breast cancer treatment. I really had a fantastic day and thank everyone involved for making the day possible" Rachel said.

If you would like to help contribute as a sponsor of these special days please call 9324 3703 or email deida@breastcancer.org.au



Purple Bra Day 2011

Purple Bra Day – WA's craziest fundraising day is set for Friday June 17th 2011.

Talk to your workplace now about saving the date for some silly purple bra wearing antics all in the name of fun and raising funds for our support services.

Watch out during late April as registrations open and all our busy supporters start their fundraising initiatives held throughout the month of June and culminating in a bra wearing frenzy throughout the state on Friday 17th June.

In 2010 we had a fantastic response not only in the metro area but from our regional friends with Purple Bra Day activities held as far out as Kalgoorlie, south to Esperance and north to Pannawonica!!

In 2011 we want to paint the whole state purple so if you are living remotely but don't want to miss out on the action email events@breastcancer.org.au and we'll be in touch soon about how your town can be a part of the bra wearing action too!



Pannawonica Truck - Purple Bra Day



Gin Gin Police - Purple Bra Day



Water Corp Albany - Purple Bra Day

From the library



Clarisse Jennings
Librarian, Breast Cancer Survivor
and Volunteer

A suggestion to beat this summer heat might be to sit or preferably recline in a quiet, cool place and listen to the CD "Whispering Sea" by Tony O'Connor. These relaxing tracks will take you on a voyage that will "make your heart sail on the winds of the ocean".

Then may I suggest a browse through a couple of little gems that can be found together with the CD on the shelves of our boutique library. "Silent Power" and "Life Was Never Meant to Be a Struggle" by the renowned author Stuart Wilde, are pocket-sized inspirational self-help books that will guarantee to give the reader clarity and self-empowerment. Enjoy!



Reviewed by Clarisse Jennings

Volunteer librarian, spiritual healer and breast cancer survivor

Spiritual healing is available at The Spiers Centre, Heathridge on the 4th Saturday of each month. For further details contact Breast Cancer Care WA on 9324 3703.

Indigenous breast cancer in focus



Paula Hicks
Indigenous Program Coordinator

For over five years Breast Cancer Care WA has been working with Indigenous communities to dispel myths, reduce fear and increase the number of Aboriginal women seeking treatment for breast cancer.

The good news is we aren't the only agency working in Indigenous breast cancer and in the past 12 months there has been a more collaborative approach to breast cancer education, screening and support for Aboriginal women.

The partnerships we are developing with national breast cancer organisations will ensure we succeed in changing the fatalistic views of breast cancer in the Indigenous community and ensure that those coming to Perth for treatment have access to the support and information they need.

In recognition of the important work we are doing in the Indigenous community in the area of breast cancer, health partners BHP Billiton Petroleum, Nickel West and Iron Ore have each committed funding to the program for a further three years. This show of ongoing commitment is essential, as it demonstrates to the many regions we support that our program is sustainable and that we won't abandon them. Thank you BHP Billiton!



It is with a heavy heart that I announce my resignation. It has been a pleasure and an honour to work for Breast Cancer Care WA over the last three years and to grow and oversee a program that makes such a difference in the lives of Indigenous women, now and well into the future. I leave with a big smile on my face knowing I have helped build a sustainable program and hand the reigns over to Jayleigh Ford who I'm sure will take the program to new heights with her experience in education and project management.



Jayleigh Ford
New Indigenous Program Coordinator

Dates to Remember

The National Breast and Ovarian Cancer Centre (NBOCC) are holding the Supporting Sisters and Aunties to Survive! breast cancer summit for Aboriginal and Torres Strait Islander women in Perth on March 17.

The summit will talk about breast cancer detection, treatments available and survivorship. There will also be a two hour workshop held at the Guide Dog's Conference Centre in Victoria Park for Aboriginal and Torres Strait Islander breast cancer survivors and other interested women to learn more about the support available for them.

Please contact Jayleigh on 9324 3703 or jayleigh@breastcancer.org.au if you would like to attend or if you are living outside of the metropolitan area and need financial support to attend.

Best wishes
Paula Hicks



facebook:

Join our facebook group now by following the links from our home page at www.breastcancer.org.au



Free youth education tools online

Breast Cancer Care WA's Online Learning Resource for Secondary Schools is now available free of charge across Australia to provide information and strategies to learn about and understand breast cancer awareness. The program also enables students to learn about ways to support themselves and family members who are affected by breast cancer or other similar diagnoses.

Easy to follow facilitator guides and student worksheets are available for download and cover the following topics:

- breast cancer – what it is and how it is treated
- facts and fallacies about breast cancer
- body awareness
- support services
- awareness of breast cancer in the community

Materials are presented in the context of health and physical education in the early adolescence phase to match up with key curriculum points and support teachers' and students' learning.

This program is available as a free resource thanks to Steel Blue's generous donations through the Purple Boot Brigade which has now exceeded \$440,000. With boots still available, maybe it's time for you to get into a pair? Visit the online store today at www.purpleboots.com.au



Free mother's day gift pack

Looking for a unique Mother's Day gift that will also help us to educate and support the community?

Every Steel Blue Purple Boot order received before April 20, 2011 will receive a free Mother's Day gift pack including a Breast Cancer Care WA tea-towel, purple boots polish and a Steel Blue water bottle and cap. Plus \$20 will be donated back to the Purple Boot Brigade.

Simply place your order online at www.purpleboots.com.au or call us on 9324 3703.



Sponsorship



Narelda Jacobs Network Ten
Purple Twilight Walk

As the first newsletter of the year, it is exciting to acknowledge the ongoing and loyal support from some of our major sponsors.

Thank you to long term sponsors Network Ten & The Sunday Times who have recently committed to another annual sponsorship of Breast Cancer Care WA by providing media advertising and coverage we simply could not otherwise afford. Aside from media coverage, they also assist with appearances from personalities and any other ways they can. Without their contribution many people outside of our supporters and database may not even know we exist!

Also a huge acknowledgement must go to Mix 94.5 who has again committed to be major sponsors of Purple Bra Day in 2011 and who have been the events major sponsor since its inception in 2003! The coverage received from Mix 94.5 for the month of June has promoted Purple Bra Day to become one of WA's highest profile fundraising events.



Blackers and Clairsy Mix 94.5
Purple Bra Day

Thanks to all the announcers and staff who embrace it and make it bigger and better every year.



Mix 94.5 Purple Bra Day



Western Front Network Ten
Purple Bra Day



Upcoming community fundraisers



Dandaragan Long Table Lunch

Following the success of the last three years, the Dandaragan Long Table Lunch is on again. This year it will be hosted by Jurien Bay on Sunday May 15, 2011.

Set on the beautiful coast at Jurien Bay Community Centre, attendees will enjoy champagne and nibbles on arrival, a delicious lunch, afternoon tea and live music. Special guests include Ros Worthington, founder of Breast Cancer Care WA, Nussy with her Purple Boot Brigade and Jazzy who will be signing copies of Live Laugh Love exclusively for the event. You can also bid in the silent auction, win spot prizes, participate in the raffle and kick up your heels on the dance floor.



This successful event brings together a great bunch of people from all over Western Australia and has raised \$42,500 across the three years which is an amazing achievement!

With only 150 tickets available at \$55 per person, this event sells out quick. To purchase tickets, contact Helen on 0429 995 231 or Christine on 0416 339 270.



2011 Entertainment Books

Order your 2011 Entertainment Book now and help us achieve another successful year raising funds whilst you enjoy the great offers in this year's book. For just \$65 you will have access to hundreds of 25-50% off and two-for-one offers from restaurants, cinemas, hotels, the arts and sporting events - so you only need to use it once or twice and it pays for itself!

In 2010 you helped raise almost \$6,000 with \$13 from the sale of each book donated back to Breast Cancer Care WA. Let's see if we can top that this year.

See the enclosed order form or phone Heather on 9324 3703 to place your order.

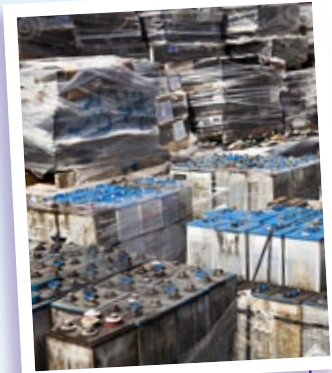


Star fundraisers

Recently we've seen some wonderful and unique community fundraisers. We appreciate every donation and thank you for being our champions and spreading the word.

Batteries for Boobs

Under the inspiration of the Lions Club of Goomalling, the community rallied together to assist in collecting old car, truck and tractor batteries which were lying around on farms, in sheds, garages and old cars. In total over 1,000 batteries weighing a whopping 20 tonnes were packaged up, loaded on a semi trailer truck provided by Mortlock Haulage and transported by Barry Bywaters 142km to Perth where they were sold to a recycling company.



Not only is this a great outcome for the environment but they raised \$10,000 which was donated to Breast Cancer Care WA. A huge thank you to the dedicated community for an outstanding effort!

If you are interested in undertaking this in your local community or country town, we would be pleased to hear from you.



Christmas light display

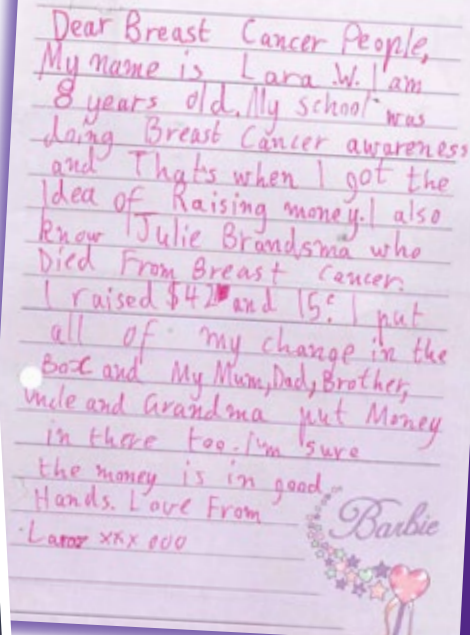
The Christmas light display at the Mascall residence is very much a family affair. Denise Mascall and her family have been setting up a Christmas light display on their Dianella home for three years and never expected it to become one of the biggest displays in Perth. Every year they work on making their display bigger and brighter and this year they went all out to light up the night whilst collecting donations for Breast Cancer Care WA. A big thank you to the Mascall family for raising \$240 and for spreading some Christmas cheer.



Becky-Lee aged 13 and Lochlan aged 5 in front of their Dianella home with Santa

Lunch money sacrifice

Eight year old Lara from Duncraig set a wonderful example for us all recently when she saved up all her lunch money and donated it to Breast Cancer Care WA so she could help others. Well done Lara and thank you for your donation of \$42.15.



Boobalicious Ball 2011

Saturday June 25, 2011
The Grand Ballroom, Burswood Entertainment Complex

The 8th annual Boobalicious Ball - presented by adultshop.com - promises to mesmerize men, inspire women and entertain all.

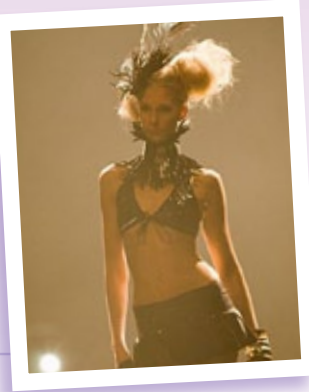
Guests are invited to support Breast Cancer Care WA whilst enjoying the glamorous surrounds of the Grand Ballroom at the prestigious Burswood Entertainment Complex.

Standard tickets are \$250, with seating available individually or in tables of ten and include a delicious three course menu, endless beverages, signature lingerie and fantasy show, live music and the opportunity to participate in live and silent auctions and one of Perth's richest raffles.



Limited Corporate Tables are also available ideal for entertaining clients or rewarding key staff members.

To secure your table or purchase individual tickets, please email tickets@boobalicious.com.au or phone 9227 6777.



Please support those who support us

Be captivated by WICKED, the untold story of the Witches of Oz, at Burswood Theatre from 19 June. For a truly memorable experience, uncover the magic of this wonderful Broadway musical with two A-Reserve tickets, and then complete your evening at InterContinental Perth Burswood with a stay in



Photo by Jeff Busby

one of their luxurious rooms. There is also an array of dining and entertainment only steps away, ensuring the perfect combination for a special occasion or to simply treat yourself. This WICKED offer starts from \$550.00* per couple. For more information or to make a reservation, please call +61 8 9362 8888

*Available for selected performances from 24/06/2011. Subject to availability. Conditions apply.

BURSWOOD
ENTERTAINMENT COMPLEX

THE BROADWAY MUSICAL
WICKED
THE UNTOLED STORY OF THE WITCHES OF OZ

From the authors of Live Love Laugh Send some love

In a world of emails and instant messaging, a personalised hand written letter can be the most beautiful of gestures and a welcome relief. A typed letter will never provide the entire picture; each letter a laser copy so perfectly formed.

You can never convey the emotional warmth that comes from imperfect handwriting, where a difference in style could signal an uplifting feeling or deepest despair. Nothing expresses more respect for another than a hand written letter and no love email, text message or mobile phone call will ever be carefully bundled into a memory

box to be loved, admired and re-read for years to come. So get started today and write to someone. Start with a simple Thank You note.

Everyone loves finding a letter from a friend or loved one in amongst their pile of bills!



**breast cancer
care wa**

Personalised emotional,
practical and financial support

Save the trees:

If you have received this newsletter by post, but are happy to receive it by email, please register at www.breastcancer.org.au and click on 'Join our mailing list' under how you can help. This will not only save the trees but printing costs too.

